

First 5 California
CALIFORNIA CHILDREN AND FAMILIES COMMISSION
PROJECT PROPOSAL

AGENDA ITEM #: 17

DATE OF MEETING: July 15, 2004

ACTION:
DISCUSSION: X

PROJECT TITLE: Kit for New Parents

A. SUMMARY OF REQUEST:

This item is to provide a progress report on evaluation, adaptation, and component reviews of the Kit. This report will:

- 1) Identify processes and timelines for the adaptation of the Kit into Asian languages;
- 2) Provide evaluation findings on the English and Spanish Kits, and suggested short-term and long-term changes to current Kit components as a result of evaluation findings;
- 3) Report on the review of potential Kit components that would strengthen the Kit as a parent/caregiver educational resource.

B. BACKGROUND/HISTORY:

The current Kit for New Parents was launched in November 2001 after a pilot study that determined the Kit would be a useful parent education tool. Over a million Kits have now been distributed and multiple evaluations have been done, including some authorized by County Commissions, and two evaluations authorized by the State Commission. The first of those two evaluations, undertaken by UC Berkeley Center for Community Wellness, focused on parents' use of the Kit (English and Spanish) and its effectiveness, as well as whether some distribution methods were more effective than others. Another evaluation, done by ETR and Associates (Executive Summary in your packet under Informal Child Caregiver Support Project), focused on Kit potential use by informal caregivers. The evaluation done by UC Berkeley shows that knowledge gains of Kit users are significant and that the Kit is a very cost-efficient parenting education tool. Both evaluations also identified ways the Kit could be improved. Some recommendations are modest; others are more extensive—though none affect the basic premise of the Kit.

In April 2003, tmdgroup, inc. was the contractor selected to adapt the current Kit into Chinese, Korean, and Vietnamese. As a result of focus testing the current Kit

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with Asian parents and child development/health experts, additional ways the current Kit could be improved to reach that audience have also been identified.

In addition to these sources of information regarding potential changes to the Kit, staff strives to update existing Kit components with the latest research. When authorizing new documents or reprints of existing documents, the goal is to add or update information that becomes available.

PROPOSAL:

This item is to provide a progress report on evaluation, adaptation and component reviews of the Kit. By the October meeting, staff expects to have the component review concluded and focus group testing done, so that we may return with recommendations to create the next generation of Kits for New Parents. With Commission approval in October, it is anticipated that new design elements and components will be available in February 2005.

D. INTERFACE/IMPACT ON OTHER PROGRAMS:

The structure of the Project is dependent upon many partnerships to ensure widespread and effective distribution of the Kits at the local level. These partnerships include working with the County Commissions to serve as the primary distribution agent of the Kits within their respective counties and working with state-level programs that have direct access to parents or expecting parents in California. The contractor for Asian Kit adaptation will provide a distribution plan to ensure that the new Asian Kits reach the intended audience.

E. CCFC OBJECTIVES:

The Kit for New Parents supports school readiness by ensuring that parents have information that will enable them to give their child attention in all five domains that contribute to school readiness. Parents receive a significant amount of child development information and resources in the Kit in a manner that is not duplicated in depth or breadth within the State of California.

F. Attachments: No